1. On a client device capable of operating using a plurality of operating systems on which a plurality of applications run, a method of downloading an operating system and an application which runs on the operating system, comprising:

providing a menu of selections representing a plurality of available applications including said application;

receiving a signal representing a user's selection of a desired application;

responsive to receiving the signal, connecting to a service provider;

downloading the operating system associated with the desired application from the service provider;

downloading the desired application; and

executing the desired application.

2. The method of claim 1, wherein the application comprises an entertainment network service application.

3. The method of claim 1, wherein the connecting comprises:

connecting to a Master Server;

obtaining a URL from the Master Server; and

connecting to the URL via the service provider.

4. The method of claim 3, further comprising authenticating the client device at the Master Server.

1   5.   The method of claim 1, wherein the connecting comprises:

2   connecting to a Master Server;

3   obtaining a URL from the Master Server;

4   obtaining a telephone number for a service provider from the Master Server;

5   and

6   connecting to the URL via the service provider by dialing the telephone

7   number provided by the Master Server.

8

9   6.   The method of claim 5, further comprising authenticating the client device

10   at the Master Server.

11

12   7.   The method of claim 1, wherein the downloading stages comprise

13   downloading to a flash memory element.

14

15   8.   The method of claim 1, wherein the downloading stages comprise

16   downloading a compressed image of the operating system and application.

17

18   9.   The method of claim 6, further comprising decompressing the operating

19   system and the application prior to the executing stage.

20

21

22

1   10.   A Set Top Box, comprising in combination:

2   a processor capable of running application software under a plurality of

3   operating systems; and

4   program means for:

5   displaying an icon representing an application;

6   responsive to the selection of the icon for initiating a download of an

7   operating system associated with the application;

8   initiating a download of the application software associated with the

9   icon; and

10   executing the application on the processor using the operating

11   system.

12

13   11.   The Set Top Box of claim 10, wherein the program means is stored in a non-

14   volatile memory.

15

16   12.   The Set Top Box of claim 11, wherein the non-volatile memory comprises

17   a Read Only Memory.

18

19   13.   The Set Top Box of claim 10, wherein the program means further comprises

20   means for collecting registration information from a user.

21

1   14.   The Set Top Box of claim 10, wherein the program means further comprises

2   means for exchanging authentication information with a Master Server.

3

4   15.   The Set Top Box of claim 10, wherein the program means for initiating a

5   download further comprises means for initiating a download by:

6   connecting to a Master Server;

7   obtaining a URL from the Master Server; and

8   connecting to the URL via the service provider.

9

10   16.   The Set Top Box of claim 10, wherein the program means for initiating a

11   download further comprises means for initiating a download by:

12   connecting to a Master Server;

13   obtaining a URL from the Master Server;

14   obtaining a telephone number for a service provider from the Master Server;

15   and

16   connecting to the URL via the service provider by dialing the telephone

17   number provided by the Master Server.

18

19   17.   The Set Top Box of claim 10, wherein the program means further comprises

20   means for decompressing the operating system and the application before

21   executing the application on the processor using the operating system.

1   18.   A client device capable of running applications under a plurality of operating

2   systems, comprising:

3   a central processor;

4   a first memory storing boot code for booting the central processor into an

5   operational state which presents a user with a choice of a plurality of operational

6   environments;

7   a modem, which downloads from a remote server an operating system

8   associated with a selection by the user of an operating environment; and

9   wherein the first memory, upon completion of the download, configures the

10   client device to run under the operating system.

11

12   19.   The client device of claim18, wherein the first memory comprises a non-

13   volatile memory element.

14

15   20.   The client device of claim18, wherein the first memory comprises a Read

16   Only Memory.

17

18   21.   The client device of claim 18, wherein the boot code further comprises code

19   for collecting registration information from a user.

20

21   22.   The client device of claim 18, wherein the boot code further comprises code

22   for exchanging authentication the remote server.

1   23.   The client device of claim 18, wherein the boot code further comprises code

2   for initiating the download by the modem by:

3   first connecting to a Master Server;

4   obtaining a URL from the Master Server corresponding to the remote server;

5   and

6   connecting to the URL via an Internet service provider.

7

8   24.   The client device of claim 18, wherein the boot code further comprises code

9   for initiating the download by the modem by:

10   first connecting to a Master Server;

11   obtaining a URL from the Master Server corresponding to the remote server;

12   obtaining a telephone number for a service provider from the Master Server;

13   and

14   connecting to the URL via the service provider by dialing the telephone

15   number provided by the Master Server.

16

17   25.   The client device of claim 18, wherein the boot code further comprises code

18   for decompressing the operating system.

1   26.   A computer-readable medium tangibly embodying instructions which, when

2   executed by a computer, implement a process comprising:

3   presenting a user with a selection of operating environments;

4   receiving a user input selecting an operating environment;

5   downloading an operating system corresponding to the operating

6   environment; and

7   loading and running the operating system.

8

9   27.   The computer-readable medium of claim 26 embodied in a non-volatile

10   memory.

11

12   28.   The computer-readable medium of claim 26 embodied in a Read Only

13   Memory element.

14

15   29.   The computer-readable medium of claim 26, wherein the instructions

16   instruct the operating system to be loaded to memory location corresponding to a

17   flash memory element.

18

19   30.   The computer-readable medium of claim 26, wherein the operational

20   environment comprises an entertainment network service application operating

21   environment.

22

1   31.   The computer-readable medium of claim 26, wherein the downloading

2   comprises:

3   connecting to a Master Server;

4   obtaining a URL from the Master Server; and

5   connecting to the URL via a service provider.

6

7   32.   The computer-readable medium of claim 26, wherein the downloading

8   further comprises authenticating the client device at the Master Server.

9

10   33.   The computer-readable medium of claim 26, wherein the downloading

11   further comprises:

12   connecting to a Master Server;

13   obtaining a URL from the Master Server;

14   obtaining a telephone number for a service provider from the Master Server;

15   and

16   connecting to the URL via the service provider by dialing the telephone

17   number provided by the Master Server.

18

19   34.   The computer-readable medium of claim 26, wherein the downloading

20   further comprises downloading a compressed image of the operating system and

21   an application.

22